IMPLEMENTING *SMART CITY* PROGRAMMES, AND HOW THE RULES ARE PERCEIVED BY THE POPULATION, USING THE CITY OF RZESZÓW AS THE MODEL

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Abstract: The author analyses the possibilities of implementing a modern "Smart City" programme offer, addressed to the local community. In the introduction, she considers the condition of Polish society from a time axiological perspective; despite political changes, Poles adhere to the same values as decades ago – they do not trust state institutions. The author also defines the concept of a smart city and its principles and practical implementations based on the example of the city of Rzeszów, which is ranked high in official European rankings. Despite the lack of trust in organised forms of social functioning, the local community (citizen) is in favour of further modernisation of life, which is reflected in participation in local government elections and the level of support of the current administration of the city.

Keywords: values, society, social development, institution, modernity, support.

1. Introduction

There is no doubt that people, as thinking and social, but also egoistic and hedonistic human beings, aim to make their lives comfortable, work which is easier and brings benefits of various kinds, material and immaterial, so that they can spend their lives effectively and pleasantly. Certainly the emphasis on work and individual benefits or pleasures is unevenly distributed and some individuals devote themselves to work, while others profit from the effects of the work of others. This is connected to the principles of upbringing, abilities, the environment in which one functions and, finally, with external circumstances. These issues require further extensive discussion, but they are not considered in this article.

Undoubtedly, we are living in a time of exceptional acceleration in the development of new technologies and their application in all areas of life, from which the whole world is benefiting. Hence the idea of so-called *smart cities* and the institutional offer for their residents so as to skilfully use intellectual and technological achievements, while at the same time implementing the principles of sustainable global development. The latter enforce restrictions on the use of

the planet's natural reserves, which, as it turns out, are not inexhaustible, and the excessive use of these resources may lead in a short time to the destruction of the natural environment and mankind themselves. Any institutional actions should be intensive and effective, because people as a mass do not seem to perceive threats and they act irrationally, in order to meet their own real and imaginary needs.

2. Selected axiological aspects of the characteristics of Polish society

The analysis of social functioning, and individual and group behaviour is the subject of research in the field of the social sciences and humanities. It is often also the subject of ordinary conversations between friends and family. The author of this text refers to several scientific sources and has chosen two, which, in her opinion, allow for certain generalizations and indicate what values were and still are important for the average Pole.

The analysis does not concern a long term perspective, rather it focuses on opinions (supported by reliable sociological research) concerning 1970's and the time after Poland joined OECD, NATO and the European Union, summarised in the Social Diagnosis of Prof. Czapiński's team. The latter survey was conducted cyclically over the last dozen years since 2000 and completed in 2015 (partly due to lack of funds for its continuation) (Czapiński, Panek, 2015).

A short definition of the term 'value' would be useful here: value is what is appreciated. It is a property of goods, ideas, institutions, social structure, the natural world, etc. valued by someone: an individual, a small group or a wider community (Supińska, 2018, p. 89). The constitutive features of people (individuals) are consciousness and self-awareness. Thanks to them, man transcends the natural world. These features are the basis of personal existence – all human activities are rooted in them. Owing to them, man can be the rational subject of actions – that is a causative subject thinking correctly and acting effectively (Kuzior, 2006).

In 1979 Prof. Stefan Nowak published an article, in which he dealt with the system of values in Polish society. The author made an in-depth analysis of the state of the late 1970s and published it in "Sociological Studies", 1979 (4/75), pp. 155-173; the contents were so important that they were repeated and quoted in "Sociological Studies", 2011 (Nowak, 2011) as an important contribution to the discussion on the state of Polish society in the face of civilisation changes. The author pointed to two aspects connected with defining *value* as such: objects, the sphere of life and areas of reality on the one hand, and evaluation criteria and evaluation standards applied to this reality, on the other hand. The importance of an object or a valued phenomenon increases the intensity of the appropriate assessment or the strength of motives for action (Nowak, 2011).

The fundamental statement that the *most important object* for them average Pole (or anybody else) is *his own person* is a banal one, however rarely formulated, though an accurate one. The evaluation system of the individual develops around the needs, aspirations and fears connected with the fate of the individual. This system is still related to groups that appear in the consciousness as important. Data clearly show (...) that in the rank order of "important objects", (apart from himself), the family is the most important for almost every human being and it may perhaps be treated as an "extended personality". Most value judgements therefore focus (understandably) around health and the economic conditions of life. In the 1970's for example shortages of material goods in the market and their availability in Poland generated critical emotional states concerning this sphere of life. In the context of family-related matters, children's education was almost at the top of the list of priorities; here the author pointed to the relationship between the level of parents' education and their aspirations towards the education of their children (the higher the parent's educational level, the higher their aspirations regarding their children). He noted, however, that education could be treated instrumentally as an opportunity for social and economic promotion, not as a value in itself. The same approach was taken by respondents in the past to professional activity – also instrumentally viewed as an opportunity to generate satisfactory income. Here the concept of professional promotion appeared – often associated with performing additional political functions; such aspirations were not commonly mentioned as valuable, which does not mean that there were no candidates to perform these functions. Another important category mentioned as of value were 'friends' – as individuals, groups or networks of friends. According to the author of the study, friends are more important for Poles than for other nations: he describes friendships and obligations towards friends as equally important as family ties. In addition, the opinion of a friend about one's own behaviour is, for Poles an expression of social acceptance, and as such is very important. Here, however, a category of people related to each other within a system has appeared, and it was/is good to maintain good relations with them for various reasons.

The next level of group identification is the "Polish nation", about which Poles had or have different opinions, but there was one view in common: one should be ready to risk their life for national independence. The author's remark should be emphasised here: NATION is not identified with the STATE. "While the 'nation' is a kind of moral community of all Poles and has an autotelic value, the 'state' is seen only as a certain system of top level organisation existing in the nation and is assessed not in an autotelic way – as good in itself, but in a strictly instrumental way". Prof. Nowak further points out that "there is a kind of *sociological vacuum* between the level of primary groups and the level of the national community, from the point of view of human identification and emotional involvement". The social structure seems to be based on primary groups (family), groups connected by ties of friendship united in the national community and placed in different institutional structures, which are not trustworthy. None of the institutions prompts an identification in which the Pole is ready to use the term "we".

A Pole lives in a "world of people" separate from the "world of institutions", even if he has been professionally involved in the latter.

We shall now check what values are important for Polish people 35 years later. The answer can be found, among others, in the results of research conducted by the team lead by Prof. Panek and Czapiński; this research is a continuation of the project started in 2000 – Czapiński i Panek, 2001, 2004, 2006, 2007, 2009, 2011, 2013) (Czapiński, Panek, 2015). In the section containing the analysis of the value system, there are references to the year 2000, when the panel research was launched, and to the 1990s, i.e. a period similar to the one described earlier. The authors drew attention to the difficulty associated with the form of the research (survey), but they provided detailed methodological assumptions that indicate their survey's credibility.

Thus, we read that the system of Poles' values is quite stable (Czapiński, 2015a): health has been in first place for years (about 60% of respondents' opinions), then successful marriage (50.3) and children (48.7). It can be added here that the family is important, as it was several dozen years ago. Work and money (30 and 28.3%) are also factors that affect the security of the functioning of the individual and the family. The least frequently indicated values included: freedom and liberty (6%), strong character (6.3%), education (5.2%), kindness and respect of others (7.2%). The issue of the functioning of institutions was analysed in 2 panels: trust in financial institutions (as those that affect the economic stabilization of the individual and family), and in the citizen and civil society. Trust is defined here as "the expectation expressed in actions towards the partner that his or her reactions will be beneficial to us (...) it concerns institutional trust, in complex organisational entities involving a large number of anonymous participants (e.g. university, bank, stock exchange), about institutional trust: directed towards large organisations and indirectly towards the number of anonymous officers and representatives of such organisations, who play diverse social roles in them" (Pawlak, Szumlicz, 2015). In general, it can be said that trust in all financial institutions has increased and it oscillates around 30-44%, with the National Bank of Poland enjoying the greatest trust (over 63%).

In the published studies quoted above, other institutions were not included as such, and the issue of the functioning of civil society in Poland was analysed separately. Such a term did not appear in Polish sociological literature in the 1970s and 1980s. However, the contents of questions asked by the authors of *DIAGNOZY* to respondents indicate, in the opinion of this article's author, that it is possible to formulate certain conclusions. The respondents were asked about their attitude towards the so-called public good, a component of the institutional offer of the state (as in 2015): Polish citizens do not care (about 50%) whether other citizens pay less taxes than they should, it is accepted that it is not necessary to pay for public transport (more than 50%), the fact that unemployment benefit (about 42%) and disability pension (42%) are unlawfully collected, or the money from compensation extorted (41%). The youngest, poorly educated, inhabitants of small towns and villages and the poorest care the least about it. However the differences are not significant in relation to the educated or older people.

Subsequent questions and answers were supposed to give a picture of a Pole who fills (or does not fill) the "civic vacuum" which was mentioned earlier in the deliberations of Prof. S. Nowak. It involved participation in the activities of various formal institutions, civic initiatives, citizen-to-state space.

Less than 30% of respondents believe that the political changes after 1989 and the democratic model of state functioning were/are good, and in this group only 30% declare that reforms were successful, and over 37% have no opinion. There is no acceptance of the quality of changes in a group of about 7% of the opponents of democracy, and about 70% of the respondents express their disappointment. The data quoted are, obviously, shown in the study from various and dependent perspectives, but for the general picture it seems justified to show them here selectively.

Polish people generally do not belong to associations and organisations and only about 13.4% are members of one (and among them 2.2% belong to two). 24% of these are religious organisations. Polish citizens do not act "for the benefit of their own community", only about 15% declared such participation in the last 2 years. The most common civic activity is participation in elections: about 66% of respondents declare participation in them, while the actual data indicate about 47% (in 2014).

The conclusion of Prof. Czapiński, which the author of this article supports, is as follows: *The survey shows how little social and civic experience do Polish citizens have, which is expressed by their participation in organisations, in bottom-up social initiatives, public meetings or volunteering. Since Poles associate so poorly, they rarely take actions for the benefit of other people, organisations and their own communities, they reluctantly meet together to decide and then do something together, they do not have the opportunity to learn about organised social actions and acquire skills needed to live in a civil society. Poles do not know how to organise themselves and act effectively together, unless it is a strike or protest – against the construction of a road in the neighbourhood, having someone else's rubbish dump in their commune or the construction of a hospice in their town. They do not know how to act together, because they have not learned it, they lack experience. They do not know how to act because they do not act, they do not act because they do not know how to do it – this is a vicious circle of actions for the benefit of the community* (Czapiński, 2015b).

So there is still a society of "we" – they, me and my family or circle of friends, and "they" – state, institution and authority. So how does this state of social awareness relate to the rich offer of those from the circle of "them" given from the top in the form of modernisation and facilitation of the life of the citizen, e.g. as e-administration, e-city or other, not virtual municipal services and institutions or state administration?

3. About the concept of a smart city

The concepts of *smart city, intelligent city, digital city, creative city, the city of knowledge* started appearing in scientific literature and in the language of public communication several years ago and contains the following message: a smart city is an urban area that uses different types of electronic sensor devices (IoT) to collect data and then uses this data through the possibilities of the Internet to effectively manage assets and resources. Data are collected from citizens, devices and resources, further processed and analysed to monitor and manage them e.g. traffic and transport systems, power plants, water supply networks, waste management, crime detection, information systems, schools, libraries, hospitals and other social services.

The Smart City concept integrates information and communication technologies (ICT) and various physical devices connected to the IoT network to optimise the efficiency of urban activities and services and to connect with citizens. Smart urban technology allows city officials to interact directly with both local and urban infrastructure and to monitor what happens in the city and how the city develops. Information and communication technologies are used to improve the quality, efficiency and interactivity of urban services, reduce costs and resource consumption, and increase interaction between citizens and the authorities. Smart city applications are being developed to manage urban flow and respond in real time. A smart city can therefore be better equipped to respond to challenges than can be achieved through simple 'transactional' relations with its citizens. A reliable analysis of concepts and examples of the application of opportunities for intelligent cities in the field of management sciences is presented in the study by Magdalena Pichlak entitled *Smart Cities in Poland – Reality or Utopia?* (Pichlak, 2018).

However, other global smart city programmes are also worth mentioning. As can be read on the website of the United Smart Cities programme: "The United Smart Cities program is a global initiative, established by the United Nations Economic Commission for Europe (UNECE) in cooperation with the Organization for International Economic Relations (OiER) and other international organizations, cities, industry and finance sectors.

The main program objectives encompass promoting sustainable development and projects in cities at a global level, supporting cities in transition and developing countries to develop smarter and more sustainable urban solutions, establishing a multi-stakeholder platform and content hub for smart city initiatives, identifying and developing new smart financing mechanism, especially for PPPs, and ensuring knowledge transfer to identify best practices and lessons learned among cities.

United Smart Cities is a unique platform that brings together international organizations, companies, governments and high level decision makers to work together on one Goal: Generate and realize more smart and sustainable city projects.

The aim of the United Smart Cities program is to evaluate cities, to develop city profiles, to support strategies in terms of urban planning and priorities, to develop projects in cooperation with urban experts and the private sector, identify finance options, and evaluate city projects and progress (...).

The United Smart Cities approach provides structured information about different areas of activity in urban development by specifically including factors which are of relevance for climate and energy as levers for improving urban development.

(...)The program is working to develop cross-sector partnerships as well as to ensure development of a sustainable, long-term vibrant and profitable network, as well as an exchange platform for smart cities globally" (www.unitedsmartcities.org).

The official website of the European Committee contains the following definition:

A smart city is a place where traditional networks and services are made more efficient with the use of digital and telecommunication technologies for the benefit of its inhabitants and business.

"A smart city goes beyond the use of information and communication technologies (ICT) for better resource use and fewer emissions. It means smarter urban transport networks, upgraded water supply and waste disposal facilities and more efficient ways to light and heat buildings. It also means a more interactive and responsive city administration, safer public spaces and meeting the needs of an ageing population.

The European innovation partnership on smart cities and communities (EIP-SCC) is an initiative supported by the European Commission that brings together cities, industry, small business (SMEs), banks, research and others.

Priorities of the partnership:
– sustainable urban mobility,
– sustainable districts and built environment,
– integrated infrastructures and processes in energy, information and communication technologies and transport,
– citizen focus,
– policy and regulation,
– integrated planning and management,
– knowledge sharing,
– baselines, performance indicators and metrics,
– open data governance,
– standards,
– business models, procurement and funding" (https://ec.europa.eu).

For further considerations, the author will follow this basic definition of a *smart city*, because in conclusion she wants to convey an observation that has no significant connection with this concept as such, but is important for finding an answer as to how a human-citizen

consumes an institutional offer related to advanced digital and information technologies introduced to his or her immediate environment.

While narrowing down the area of the presentation of the implementation of smart city principles, one should indicate the initiative concerning the agreement signed by the Visegrad Group (V4): Representatives of the Czech Republic, Hungary, Slovakia and Poland (the Visegrad Group, V4) have signed an agreement on cooperation in the introduction of the Smart Cities concept, with Poland's Ministry of Investment and Development.

An international team will be set up to exchange practical experience in building so-called 'Smart Cities'.

"Poland is in the process of carrying out pilot projects, for example in Rzeszów (south-eastern Poland), and we hope that they will enable the creation of a set of best practices assisting in the achievement of aims thanks to which our cities will develop ever better," Deputy Minister of Investment and Development Małgorzata Jarosińska-Jedynak stated during a sitting of the Visegrad Group in Bratislava" (https://www.thefirstnews.com).

The city of Rzeszów has also appeared in the research conducted since 2007 by a team of scientists from Technische Universität Wien. For this purpose, a classification for 77 European cities has been established and, in realising this classification, a team from the Vienna University of Technology conducts "smart level" analysis for selected European cities. These are cities with a) 300,000-1,000,000 and b) 100,000-500,000 inhabitants (Rzeszów is in this category), which have at least one university, and participate in the European PLEEC (Planning for Energy Efficient Cities) programme – this is one of the criteria for selecting a city, i.e. one that has already taken measures towards being SMART. 28 indicators were analysed in six categories defining a smart city. They include:

- smart management,
- smart economy,
- smart mobility,
- smart environment,
- smart population (inhabitants),
- smart living conditions.

The first three places under this classification were held by Luxembourg, the Danish town of Aarhus and the Swedish town of Umeaa. Among Polish cities, the smartest were: Rzeszów (55th place), Szczecin (56th place) and Bydgoszcz (62nd place) (www.smart-cities.eu).

4. Selected SMART City Programme projects based on the example of Rzeszów

Rzeszów is a city with the status of a county in south-eastern Poland, the capital of Podkarpackie voivodship and the seat of the Rzeszów county authorities. It is the central city in the Rzeszów agglomeration. According to Central Statistics Office data, as of 31 December 2018 Rzeszów had 191 564 inhabitants, and the latest published data from May 2019 (after the change of administrative borders) indicate that the city has 194 298 inhabitants. Rzeszów is the 18th city in Poland in terms of population. After extending its administrative area in 2019 Rzeszów has become the 20th largest city in Poland in terms of the area it occupies.

There are two large state and several private universities in the city.

Rzeszów has an international airport and Podkarpacki Science and Technology Park focused on new technology industries. The Rzeszów-Dworzysko Special Economic Zone operates in the city.

Rzeszów is a city with the status of a county. The body constituting the city's self-government is the city council made up of 25 councillors in the 6th term; 38 councillors, temporarily, in the 5th term, after the enlargement of the city area; 25 councillors in the 4th term; and now 27 councillors, after the inclusion of two towns during 2019.

The executive body of the city council, since 2002, is the president of the city, who is directly elected every 4 years. In Rzeszów, three deputies (employed on the basis of an employment contract) constitute an advisory function for the mayor of the city; they may also perform tasks commissioned by the mayor.

This data is important because local authorities (presidents of larger cities, mayors, heads of villages) fight for votes and the allocation of posts on their own behalf. It is necessary to demonstrate a plan for the functioning of a territorial unit managed in the future, to win votes in one (more than 50% of votes properly cast) or two rounds of voting. At the same time, it should be added that the Podkarpackie region and its inhabitants, mentioned in the previously presented *DIAGNOZA,* are described as very attached to the family as it is traditionally understood, the values associated with it and assigned to it, and declare a lack of trust in the institutions of state administration, as reflected in parliamentary and local government elections. For many years it has been the only region which has elected authorities in opposition to those winning in the whole country. It is only in parliamentary elections that its citizens voted like the majority of the country and this allowed for a change of the ruling party in the country. The opinions expressed by the Catholic Church are also highly respected here (Czapiński, 2015b).

What has happened and what is happening in Rzeszów? It is a developing city, receiving new residents from different regions of the country, but also increasing its area through the incorporation of neighbouring communes (via referendum or commune council decisions).

In 2002, when the president, who is a Rzeszów native, was elected, he was, at that time (aged about 60) managing a large housing cooperative and his decisions made it possible to reduce individual costs for its members and residents. In his plans for managing the city, he presented a vision of its development and won the election for the first time. It should be added that everyone was aware of the fact that he had been a member of the party of the previous administration, which was by and large officially presented in a very bad light.

So what happened in the period until 2018, when the President (treated here as a representative of the institution as such) won the race for another term of office in the first round of elections? The city accelerated applying for EU funds, it undertook prudent planning of investments and looking to the future. Thanks to the Board and the vision being implemented, and thanks to the people working for its benefit, the Municipality of Rzeszów has implemented a total of 360 projects co-financed by the EU. The total value of these projects amounts to over PLN 3.11 billion, of which the amount of EU funding is over PLN 2.21 billion. Part of the grant was allocated to tasks in the field of modern technologies and computerisation (over PLN 51 million).

According to the law magazine "Gazeta Prawna – May 2014". Rzeszów was ranked second with a grant amount of PLN 13,038 per capita related to obtaining and spending money from Brussels and debt management. Moreover, in May 2014, Rzeszów was ranked second in the ranking of Cities Attractive for Business in the category of large cities (with 150,000 to 300,000 inhabitants) organised by "Forbes" monthly. In August 2014, the bi-weekly "Wspólnota" ("Community") published a ranking balancing the achievements of commune-heads and mayors of cities in the past term in "The fastest growing municipalities between 2010 and 2014". Rzeszów was ranked first among cities with county rights. In October 2014 the Mayor of the City of Rzeszów – Tadeusz Ferenc was elected the best president of the 2010-2014 term thanks to the assessment of the Local Government Portal readers, obtaining 92.3% positive votes in three categories: socio-economic situation and the labour market, urban investments, and management of the office and services for residents.

In January 2015, in an analysis carried out by "Puls Biznesu", the City of Rzeszów was ranked 1st in terms of investment per capita. The ranking concerned 12 cities forming the Union of Polish Metropolises. In February 2015, the city of Rzeszów received the main award in the category "Rising Star of Outsourcing in Poland". This award is a summary of the activities concerning the support of business and its development in the city.

And how are the real achievements of the city presented, allowing us to look with optimism into the new digital, virtual and rapidly changing future? All the materials were obtained by the author of this article with permission of the City Council and information obtained from the development and planning unit. It should be noted that this small group of people work in the premises of an old tenement house. They are supposedly going to get new modern work facilities soon, but none-the-less the conversations with them were full of optimism, broad knowledge and joy that the city and its residents are getting something which will not be

available elsewhere for a long time. The *RESMAN Project* – the ICT infrastructure – was launched in 2005. The wireless Municipal ICT Network comprises 90 Municipal Units, which gives the city secure Internet and VOIP telephony. The Municipal Teleinformation Network won the international telecommunications competition GLOTEL in 2017 in the category: The World's Best Digital Transformation Project. It is important in that this project has made it possible to take further steps with the use of specialised software and eventually to offer services to residents. Other projects implemented between 2011 and 2017 included RIST (Rzeszów Intelligent Transport System), RESMAN2, Network Development, as well as a Data Centre and Systems for: *Public Transport Management* (dynamic Passenger Information; Electronic Tickets on City Transport; Road Traffic Control; Dynamic Weighing of Vehicles; Paid Parking Zone management; and visual monitoring of buses, bus stops and intersections. It allows for passenger payments to be made by traditional means, or by means of smartphone applications or the Rzeszów city card which are becoming more and more common. All data concerning payment discounts for example are also verified via the Internet;

- Educational Management (Cooperation with Microsoft – EDU.ERZESZOW.PL: Free Microsoft Office 365 for: 91 schools, 3500 teachers, and 30000 students. Each teacher and pupil at state schools in Rzeszów has gained free access to Microsoft Office 365 software in the cloud and the right to install the latest Microsoft Office 365 packages on any (including private) 5 computers, 5 tablets and 5 smartphones; Programming classes based on the popular MineCraft game for 1000 pupils);
- Energy Management (Intelligent Rzeszów Olszynki; Internet-managed LED lighting);
- 24-hour power supply to street lighting; CCTV monitoring with Ultra HD 4k cameras and widescreen cameras; Hotspot WIFI; data transmission via MESH pre-5G (26 GHz) system. RIST in numbers: 70 intersections with traffic lights, 210 bus stops, 180 buses, 29 VMS variable message signs, 5 weighing stations, and 400 video surveillance cameras.

This is only a fragment of information reporting on the achievements of the city for the benefit of its residents. The near future will show what surprises await them and whether these will actually make their lives easier.

5. Summary

The example of a medium-sized city in Poland (with aspirations to become a metropolis), which provides its inhabitants with a rich offer enabling the development of urban tissue infrastructure, modernisation and the introduction of completely new solutions to improve the quality of life and ultimately to lower operating costs, and make savings in the exploitation of the natural environment is demonstrating that *a citizen*, or perhaps more precisely a *resident,*

even one who does not declare eagerness in participating in public life on daily basis, can be mobilised by the authorities, i.e. institutions, to make efforts and take up educational, pro-developmental and pro-quality challenges. Moreover, they can be mobilised to express their opinions by participating in elections, in this case local government elections. Symptomatic of this was the outcome of attempts by the city president to get elected to Parliament – to the Senate of the Republic of Poland, where elections are held directly in single-member constituencies). He lost this election by a clear margin. However, he won two subsequent rounds of local government elections without much difficulty. He has introduced his own group of city councillors into the City Council and in principle he is able to push through any project because he has a majority of votes, and all projects submitted for implementation must pass the voting procedure. However, he was able to persuade the residents of the city to support his vision by implementing the principle of almost "door to door" meetings; in each district every year he attends a series of meetings which describe and invite the residents to familiarise themselves with the current achievements and he listens carefully to requests, projects and sometimes claims. He meets and talks to some people in person, sometimes on a first name basis, because he knows the person from the past. He does not care about questions and accusations concerning his political past – he approaches problem- solving pragmatically. In terms of PR he skilfully conducts an information campaign, surrounded by specialists who, regardless of the time of day and situation, answer questions, showing substantive preparation in a given field. What does that mean for a sociologist? The community of the city is changing, but its core remains the same. It is, after all still the same residents, who come from the city and its surrounding areas, which was something of a backwater town not so long ago. They are quite conservative in their views, openly declaring their attachment to the traditional values of the individual and family, not accepting external – administrative- institutions, treating them as a necessary evil (according to the "we – they" principle) regardless of the age median (the majority of the population are people aged about 38). The incoming population from other regions of the country or from abroad is so small that it does not affect election results.

However, it is clear that these citizens want a vision of a modern city, to be implemented, regardless of cost although they realise that this is possible to a large extent thanks to the EU funding they receive. And this modern SMART CITY also forces mental changes and habits. Registration of the resident's card, applications, etc. allow the participant in the procedure to be identified, dependent on the possession of the resident's card, to verify his/her rights and obligations, exclude dishonesty (you have the right to a discount ticket or not, you can enter free of charge or not, you can borrow something, because previously you have behaved fairly and returned the borrowed item). And this applies to both young and old, regardless of age, who use smartphone apps and the benefits of e-services.

This process of *pushing* into modernity can bring about mental and qualitative changes in society, which have long been identified as useful and "wished for", but unenforceable via classic state and administrative institutions. These are changes which have come unnoticed. And despite the breach in the social tissue in the ME-THEY relationship which now exists.

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